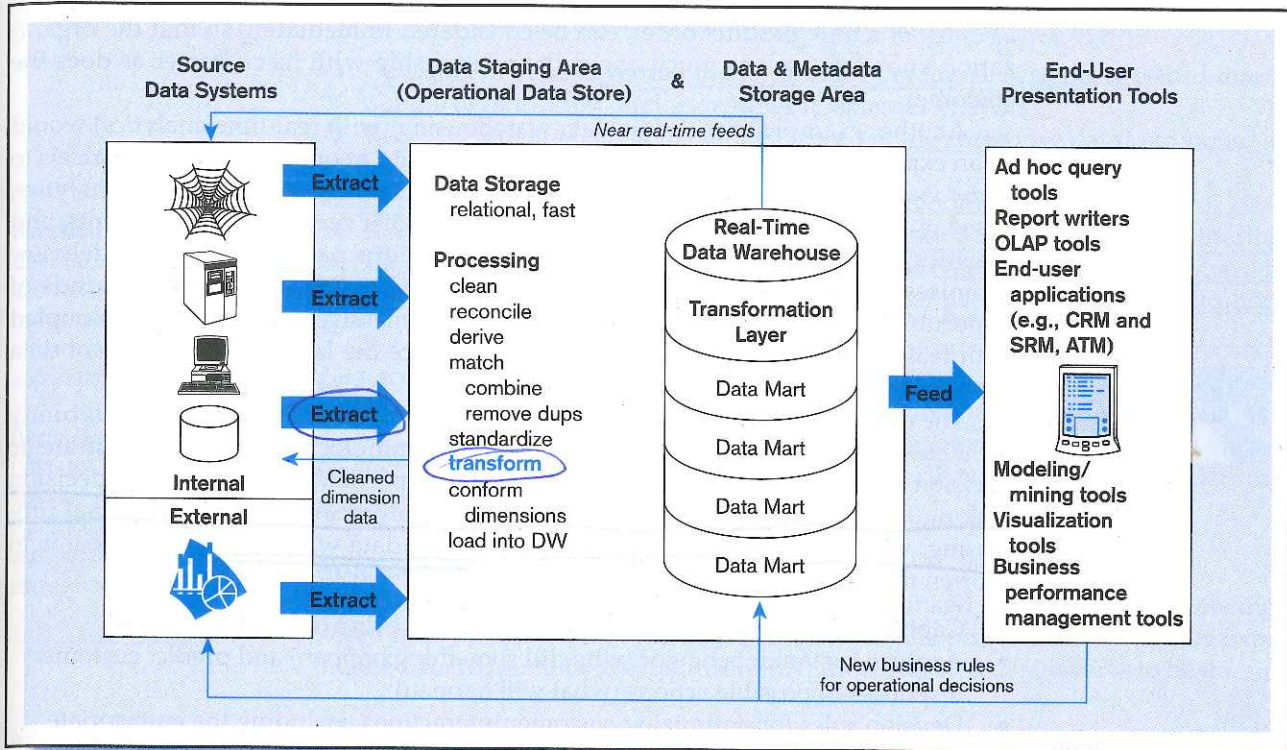


**Figure 11-4** Logical data mart and real-time data warehouse architecture



problem tickets will have a total picture of the customer's most recent sales contacts, billing and payment transactions, maintenance activities, and orders. With this information, the system supporting the help desk can, based on operational decision rules created from a continuous analysis of up-to-date warehouse data, automatically generate a script for the professional to sell what the analysis has

**Table 11-2**  
Data Warehouse  
Versus Data Mart

DATA WAREHOUSE	DATA MART
<i>Scope</i>	<i>Scope</i>
<ul style="list-style-type: none"> <li>• Application independent</li> <li>• Centralized, possibly enterprise-wide</li> <li>• Planned</li> </ul>	<ul style="list-style-type: none"> <li>• Specific DSS application</li> <li>• Decentralized by user area</li> <li>• Organic, possibly not planned</li> </ul>
<i>Data</i>	<i>Data</i>
<ul style="list-style-type: none"> <li>• Historical, detailed, and summarized</li> <li>• Lightly denormalized</li> </ul>	<ul style="list-style-type: none"> <li>• Some history, detailed, and summarized</li> <li>• Highly denormalized</li> </ul>
<i>Subjects</i>	<i>Subjects</i>
<ul style="list-style-type: none"> <li>• Multiple subjects</li> </ul>	<ul style="list-style-type: none"> <li>• One central subject of concern to users</li> </ul>
<i>Sources</i>	<i>Sources</i>
<ul style="list-style-type: none"> <li>• Many internal and external sources</li> </ul>	<ul style="list-style-type: none"> <li>• Few internal and external sources</li> </ul>
<i>Other Characteristics</i>	<i>Other Characteristics</i>
<ul style="list-style-type: none"> <li>• Flexible</li> <li>• Data-oriented</li> <li>• Long life</li> <li>• Large</li> <li>• Single complex structure</li> </ul>	<ul style="list-style-type: none"> <li>• Restrictive</li> <li>• Project-oriented</li> <li>• Short life</li> <li>• Start small, becomes large</li> <li>• Multi, semi-complex structures, together complex</li> </ul>

Source: Adapted from Strange (1997)

